

The Steamship Authority

ADVERTISING AND MULTIMEDIA PARTNERSHIP CATALOG

2025

2 Islands
15 Shuttle Buses
5 Terminals
10 Vessels
2.9 Million Passengers
Unlimited Opportunity

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The M/V Eagle passes Brant Point Lighthouse while entering Nantucket Harbor.



Riders aboard the M/V Iyanough, the fast ferry that operates between Hyannis and Nantucket.

HOW TO ORDER

Go through the catalog and select which opportunities you are interested in.

Fill out the order request form on page 15.

Email us the form.

Our staff will contact you as soon as possible regarding availability, approval, and payment.

PRINT OPPORTUNITIES

- ON-BOARD VESSEL AND TERMINAL POSTERS
- SHUTTLE BUS SIGNS
- ON-ISLAND AND ON-BOARD BROCHURES
- HYANNIS TERMINAL OUTDOOR AD BANNER

JOIN A RELIABLE AND ESTABLISHED BRAND WITH HISTORIC VALUE AND LEGACY IN NEW ENGLAND

The Steamship Authority has provided dependable travel services to millions of people since it was established in 1960. Each year, nearly three million riders come aboard our vessels between Cape Cod, Martha's Vineyard, and Nantucket. Our diverse ridership consists of commuters, businesses, island residents, and affluent vacationers alike.

This is your opportunity to reach our audience with exciting and diverse media formats that are placed strategically throughout the journey for maximum impact and messaging. We offer advertising opportunities for a wide array of budgets and schedules. The cost of the printing is included with the prices for all of the print opportunities.

We look forward to working with you to enhance your brand awareness and messaging with our traveling public.

The Steamship Authority

ON-BOARD VESSEL AND TERMINAL POSTERS:

Each of our vessels provides a dedicated audience for the duration of each trip in prime locations for boarding and the voyage itself. We also offer dedicated poster locations in the Hyannis Terminal.

There are three categories for the poster placements, premium, deluxe and standard. Our premium and deluxe rates are applied to the months with our peak ridership times.

PREMIUM: Six-month commitment between May and October

DELUXE: Three-month commitment between May and October

STANDARD: Three-month commitment,
November 2025 - January 2026

Note: We will honor requests for specific on-vessel poster locations as possible, but placement cannot be guaranteed.

ALL POSTERS ARE 22" X 28". ADDITIONAL INFORMATION IS IN THE APPENDIX

COST (PRICING IS PER POSTER):

LOCATION:	*PREMIUM	*DELUXE	STANDARD
M/V Eagle	\$2,500	\$1,625	\$1,000
M/V Iyanough	\$3,400	\$2,200	\$1,200
*M/V Island Home	\$6,000	\$3,500	\$2,900
*M/V Martha's Vineyard	\$5,000	\$3,300	\$2,750
M/V Nantucket	\$4,250	\$2,775	\$1,900
Hyannis Terminal	\$1,900	\$1,225	\$1,150

*Reduced for 2025

AVERAGE MONTHLY RIDERSHIP:	*PREMIUM/DELUXE	STANDARD
M/V Eagle	15,200	5,300
M/V Iyanough	39,400	14,500
M/V Island Home	93,000	50,300
M/V Martha's Vineyard	75,200	44,500
M/V Nantucket	61,300	25,100
Hyannis Terminal	33,200	19,300

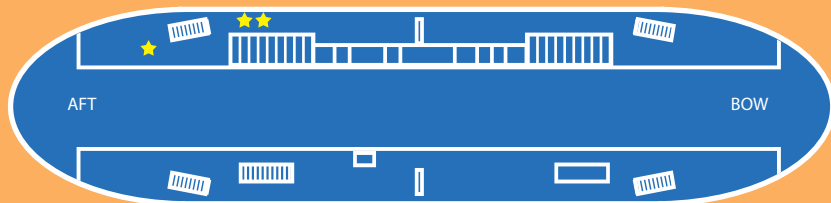
(Ridership figures are from 2019-2024 without the Covid outlier.)



MAPS OF ON-BOARD VESSEL POSTER LOCATIONS

Woods Hole-Martha's Vineyard Route

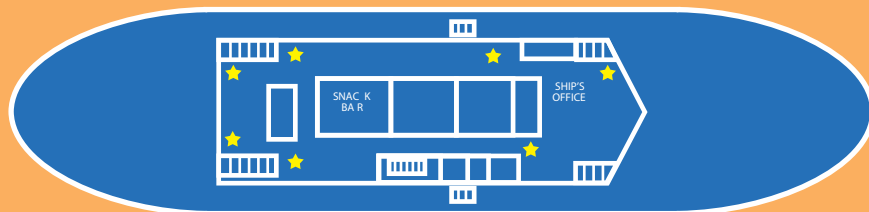
**M/V ISLAND HOME
FIRST DECK**



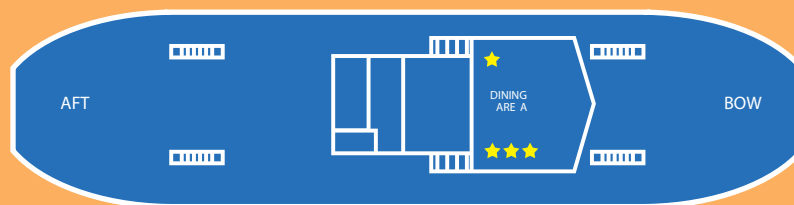
**M/V ISLAND HOME
SECOND DECK**



**M/V MARTHA'S VINEYARD
SECOND DECK**

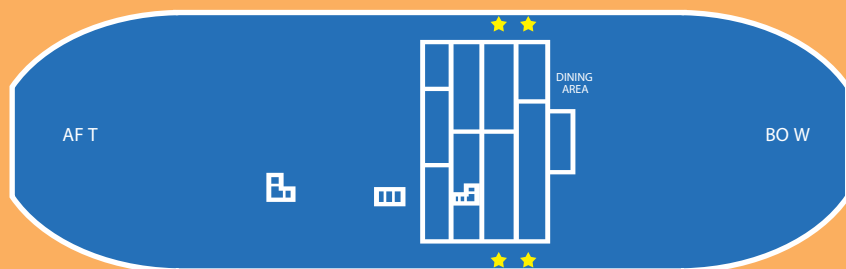


**M/V NANTUCKET
SECOND DECK**

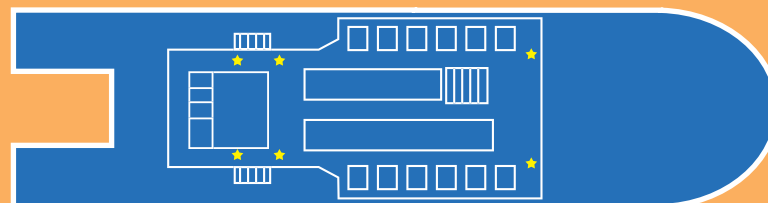


Hyannis-Nantucket Route

**M/V EAGLE
SECOND DECK**



**M/V IYANOUGH
MAIN DECK**





SHUTTLE BUS SIGNS

These ads are displayed prominently in our shuttle buses, and are very visible to our customers riding to and from the Woods Hole Terminal. They are approximately 18" x 11" in size.

COST (two posters per shuttle with each booking):

Three (3) Months: \$2,475

Six (6) Months: \$4,125

Twelve (12) Months: \$7,425



ON-ISLAND AND ON-BOARD BROCHURES

Display your brochure at one of our on-island terminals on either Nantucket or Martha's Vineyard or on board one of our vessels.

NEW THIS YEAR: Refilling of brochure racks in all locations will be the responsibility of the advertiser. The Steamship Authority will not refill any printed material at terminals or on vessels. Also, advertiser-supplied racks will be subject to additional costs.

COST (Per location by dimension):

On-Island Locations & Sizes:	6 Months	9 Months	12 Months
Vineyard Haven (4"x9")	\$300	\$360	\$425
Vineyard Haven (8"x10")	\$540	\$600	\$800
Oak Bluffs* (4"x9")	\$300	N/A	N/A
Oak Bluffs* (8"x10")	\$540	N/A	N/A
Nantucket (4"x9")	\$300	\$360	\$425
Nantucket (8"x10")	\$540	\$600	\$800

*Seasonal Terminal (12 months not available)

On-Board Locations & Sizes:	6 Months	9 Months	12 Months
M/V Island Home (4"x9")	\$360	\$420	\$550
M/V Island Home (8"x10")	\$720	\$780	\$900
M/V Martha's Vineyard (4"x9")	\$360	\$420	N/A
M/V Martha's Vineyard (8"x10")	\$720	\$780	N/A
M/V Iyanough* (4"x9")	\$360	\$420	N/A
M/V Iyanough* (8"x10")	\$720	\$780	N/A
M/V Nantucket (4"x9")	\$360	\$420	\$550
M/V Nantucket (8"x10")	\$720	\$780	\$900
M/V Eagle (4"x9")	\$360	\$420	\$550
M/V Eagle (8"x10")	\$720	\$780	\$900
M/V Woods Hole (4"x9")	Available This Spring		
M/V Woods Hole (8"x10")	Available This Spring		

*Seasonal Vessel (12 months not available)

Have a size not listed here? Contact us.

Approximately 5,000 brochures per location are recommended, but it is the advertiser's responsibility to ensure sufficient quantities are available for the length of your contract term.





HYANNIS TERMINAL OUTDOOR AD BANNER

Banners get great visibility at the Hyannis Terminal. They are placed on fences in high-traffic areas as travelers pass through the terminal traveling to and from Nantucket.

COST (Reduced rate for 2025):

Six Months: \$4,000

DIGITAL OPPORTUNITIES

- COMING SOON!

The Steamship Authority

**Look for new digital opportunities
to be released this spring!**

PARTNERSHIP OPPORTUNITIES

- MAINLAND TERMINAL EXPLOREBOARD
AD PROGRAM
- MAINLAND TERMINAL BROCHURES

UNIQUE OPPORTUNITIES CURATED BY THE BEST PARTNERS IN THE REGION

We partner with CTM Media to curate and maintain some of our advertising and marketing opportunities. Our mainland ports have dedicated spaces in the terminals for brochures and Exploreboards. Exploreboards are on-site interactive video boards which provide the perfect platform for inquisitive travelers.

They are one of the largest and best marketing companies in the region. If you would like to take advantage of these opportunities, you will be directed to work directly with them.

The Steamship Authority



MAINLAND TERMINAL EXPLOREBOARD AD PROGRAM:

We partner with CTM Media Group, the leading brochure distribution company in New England, to manage the Exploreboards in the Woods Hole and Hyannis terminals.

MAINLAND TERMINAL BROCHURES:

We partner with CTM Media Group, the leading brochure distribution company in New England to manage the brochure displays in the Woods Hole and Hyannis Terminals.



FOR MORE INFORMATION AND AVAILABILITY IN THE MAINLAND TERMINAL BROCHURES AND EXPLOREBOARDS, CONTACT:

MELANIE FOOTER
MFOOTER@CTMMEDIA.COM
PHONE: (508) 231-5242

Appendix

- FILE SPECIFICATIONS
- CONTACT

You are responsible for submitting a print-ready file for your desired advertising opportunity. If you have any questions regarding the specifications, please ask prior to submitting your file for production.

We highly recommend working with a graphic design professional on your design and file.

We will look at your file before we send it to the printer or post it online, but we are not responsible for its proper or improper setup in any way beyond providing you with the file specifications in this document.

Items that are entirely your responsibility, include, but are not limited to: typos, resolution, color mode, color correction, data entry, grammar, or any other content or setup-related aspect of the file.

If we see something glaring, we may reach out to you to inquire, but this is not guaranteed.

**PLEASE SEND ALL SPECIFICATION AND
FILE-RELATED QUESTIONS HERE:
advertising@steamshipauthority.com**

FILE SPECS

DIMENSIONS: This is the final cut size of the printed piece

BLEED: This is the additional print area needed to trim the piece to size with color or content extending to the edge

SAFE AREA: This is the area within the piece where none of the important information will be cut off or obscured.

PRINT OPPORTUNITIES

All print files must be 300 dpi or higher and in CMYK format. We accept PDF, TIFF, JPEG, EPS, or PNG. We highly recommend outlining or that you rasterize any font or type to help ensure a proper output.

Ad Posters (On-Board Vessel and Terminal & Ticket Offices):

Dimensions: 22" x 28" **Bleed:** 23" x 29" **Safe Area:** 21" x 27"

Shuttle Bus Signs:

Dimensions (Landscape): 18" x 10.5" - **BLEED:** 18.25" x 10.75"

On-Island and On-Board Brochures: **Dimensions (Folded or Cut):** 4" x 9" or 8" x 10"

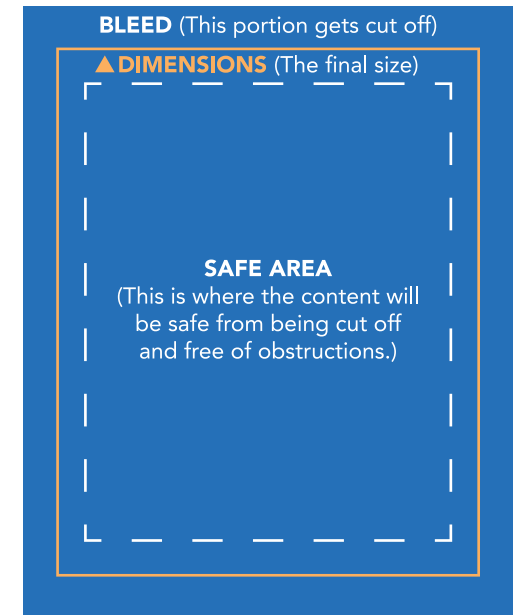
Hyannis Terminal Outdoor Ad Banner: **Dimensions:** 72" x 36" **Bleed:** 73" x 37" **Safe Area:** 70" x 34"

DIGITAL OPPORTUNITIES

Coming Soon!

PARTNERSHIP OPPORTUNITIES

Please contact our CTM representative Melanie Footer at mfooter@ctmmedia.com or (508) 231-5842



ORDER REQUEST FORM

Please fill out this form with as much information as possible. This form is a request, and it will be reviewed as quickly as possible by the Steamship Authority. After review, we will notify you of availability, approval, and payment requirements. Completion of this form does not guarantee or reserve any of the opportunities. Spots are reserved and secured only following a completed contract and a 50% deposit is paid.

Name (Point of Contact): _____ Company: _____

Address: _____

Phone: _____ Email : _____

Company Website: _____ Have you advertised with us before? YES NO

I am interested in the following opportunities
(please check all that apply):

ON-BOARD VESSEL PRINT OPPORTUNITIES:

ON-BOARD POSTERS (22" X 28")

ON-BOARD BROCHURES

PREMIUM	DELUXE	STANDARD	4" X 9"	8" X 10"	6 MOS.	9 MOS.	12 MOS.
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M/V Eagle
M/V Iyanough
M/V Island Home
M/V Martha's Vineyard
M/V Nantucket

ON-ISLAND BROCHURES: 4" X 9" 8" X 10" 6 MOS. 9 MOS. 12 MOS.

Vineyard Haven Terminal
Oak Bluffs Terminal (SEASONAL)
Nantucket Terminal

6 MOS.

HYANNIS TERMINAL BANNER:

SHUTTLE ADS:

Shuttle Bus Sign

3 MOS. 6 MOS. 12 MOS.

Click here to save this page to your computer. Then, attach it to your email to:
advertising@steamshipauthority.com

The Steamship Authority

Serving the Islands and You.

2 ISLANDS

15 SHUTTLE BUSES

5 TERMINALS

10 VESSELS

2.9 MILLION PASSENGERS

UNLIMITED OPPORTUNITY

**WE LOOK FORWARD TO
WORKING WITH YOU.**

STEAMSHIP AUTHORITY COMMUNICATIONS AND CREATIVE SPECIALISTS

Sean F. Driscoll - Communications Director

Ian Chase Nichols and Sheila Corcoran - Marketing and Creative Specialists
508-548-5011 Ext. 268 or 240 or email advertising@steamshipauthority.com

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